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(54) **GEO-FENCE BASED ON GEO-TAGGED MEDIA**

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(57) **ABSTRACT**

Architecture that creates a geo-fence based on geo-tagged item (e.g., a photo. The geo-tagged item can be used to share virtual boundaries, such as geo-fences, between users via conventional methods (e.g., email) for sharing digital media. An extraction component that extracts geolocation information (e.g., latitude and longitude coordinates, altitude, bearing, distance, place names, etc.) of a geo-tagged item. The geolocation information can be related to a geographical location at which the item is geo-tagged. A boundary component then creates a virtual boundary (e.g., geo-fence) in association with the geographical location and based on the geolocation information. Thereafter, the virtual boundary is triggered when the user crosses (e.g., engages, intersects) the boundary and the attached action is triggered. The geo-tagged item can be shared with another user, which when is processed, creates a virtual boundary for that other user.